



REPORT OF NIPS WEBINAR ON PAKISTAN'S TOURISM POTENTIAL

PREPARED BY
NUST INSTITUTE OF POLICY STUDIES
NATIONAL UNIVERSITY OF SCIENCES & TECHNOLOGY
NOVEMBER 2020

Report of the Webinar on Pakistan's Tourism Potential

Compiled By

NUST Institute of Policy Studies (NIPS)

Published By

NUST Institute of Policy Studies (NIPS)

National University of Sciences & Technology (NUST)

H-12

Islamabad

www.nust.edu.pk

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ON
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- Imran Ali Khawaja, Department of Tourist Services Controller Islamabad.
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- Malik Azmat Hussain, VP Islamabad, PATO.
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1. Executive Summary

The NUST Institute of Policy Studies (NIPS) organized a roundtable/webinar on “Pakistan’s Tourism Potential”, on Tuesday, November 24, 2020. The tourism industry is irrefutably a key component of a country’s socioeconomic growth by virtue of its contribution to employment generation and creation of better livelihoods. It has also been a powerful means for transnational social changes through unique linkages of peoples and their cultures. Since the policy research and advocacy at NIPS, the NUST’s think tank, remains focused on the significant themes of national development, the event brought to the fore the crucial propellers of strength and harmony in the tourism sector of Pakistan. A distinctive factor was the pursuit of discovering connections of our local approaches and experiences with the world-class Turkish ideals of tourism advancement.

Following recommendations emerged from the expert deliberations during the roundtable/webinar:

1. Tourism is a constant phenomenon for people and governments. The changing nature of its forms and pace makes the monitoring of structures and impact more important. The apparatus must be assembled on a vision and complementary mechanisms of command and control.
2. Promotion of this industry centres on the ability to understand and anticipate the emerging global trends and risks, suitably adapt policies, and accelerate sustainable models. Process and planning in this regard must remain subservient to the policy, besides providing strategic roadmap for stakeholders.
3. Tourism is a devolved subject. Organizations and officials involved in the industry often face administrative obstructions, such as the cumbersome procedure for getting no objection certificates and licenses. Issuance of unnecessary NOCs also creates problems. Failure in reaching consensus among provinces is another challenge that results into delays and dissatisfaction. The issue needs to be resolved at the state level.
4. A stringent regime of checks and balances is required. All steps, ranging from the construction of infrastructure to provision of services, should be taken according to the government’s guidelines. A free-for-all attitude ruins the rule of law and obligations. Hence, illegal construction should be checked. Only registered entities should be authorized business and unregistered should be penalized and banned.
5. Tourism involves glitz and flare and can be deprived of dynamism once dispensed within red tapes. However, most of the affairs are managed by the administrative machinery of the state. Public sector officials and members of foreign services therefore must be trained, through special cadres, to promote Pakistan’s tourism.
6. Tourism as an academic and vocational training subject has to be developed further and suitably upgraded. Vocational training institutes and study of tourism appropriately offered at undergraduate and graduate levels



as a full-fledged course of study at Pakistani universities and recognized by the Higher Education Commission as a priority area of study and research will help build national capacity and development human resources required for multi-dimensional realization of Pakistan's tourism potential.

7. Tourism is sometimes more about the way it is promoted and brought to the market rather than understood as a bureaucratic subject. If kept too close to the administrative ways of doing things, the sector may lose its natural vitality. The individuals and organizations linked with tourism thus need to know the dynamics of the marketing concept – a philosophy focussed on knowing and satisfying the needs of customers. It is about the creation of tourism products, i.e. services and commodities, and selling them. Incorporation of the market mix technique to this setup is an additional value for profit maximization. This mix comprises the product, price, place and promotion. As the number of leisure and business tourists increase, it will be important to maintain a holistic approach for planning and competitiveness.
8. Promoting tourism through incentives, such as micro-financing, loans, industry linkages with fresh ideas, and local champ contests, will attract more talent into the field. The strategy may also invite sponsorships through crowd funding and angel investment.
9. Any management strategy runs best through information gathering and data analysis. Tourism planners;

structured and stratified monitoring and opinion surveys; and qualitative and quantitative data research and analysis are a few ways to regulate the sector; identify target markets; conduct market research; and determine and develop factors of demand and supply.

Sociocultural and environmental impacts of tourism policies and activities should be regularly evaluated, though they cannot be easily quantified. Special consideration needs to be given to the preservation of cultural heritage and natural assets against the increase in visits. Regular monitoring and expert supervision will be helpful to detect and address problems.

10. Tourism entails enormous activity and pressure on infrastructure and services can cast a negative impact on the receivers and visitors. This problem of “overtourism” requires proper management. Infrastructure is not only about roads, hotels and services. It is also related to air traffic and energy and education sectors. The ability to attract tourists also demands world class hospitality and transportation services, especially aviation, and arrangements for inland travel. A lot of work needs to be done to ensure facilitation in this regard.

Pakistan can become a “special interest destination” due to a natural advantage in adventure, cultural and religious tourism. Traditional cultural events like the Basant festival, Cattle shows, and other traditional events should also be restored. Another significant measure will be to label the minorities’ religious sites as



sacred areas and not public places. The sanctity of these places will thus be safeguarded for pilgrims besides being a tourist attraction.

11. The development of tourism industry is not achieved by the state's policies only. It relies more on the readiness of its people to nurture a value-based culture and harmony. There is a need of a societal renewal to create a tourist-friendly environment in Pakistan based, among other things on, on clean surroundings, easy travel, unimpeded multimodal transport and digital connectivity, a relaxed and open social environment, easy access to affordable accommodation, high-speed internet, and normal law and order situation.



Pakistan's Tourism Potential

1. Introduction

Tourism can claim to be the world's largest trade, fastest growing sector of economy and finest conduit for sociocultural linkages. The rising interest in travel for recreation, business, sport, health, religion, culture and knowledge has transformed tourism. It has developed into a significant international industry, more specialized and innovation-driven. Digital connectivity and openness lead the new age of global interdependence. Both the domestic and international forms of tourism generate beneficial activity in a distinct manner.

The number of tourist arrivals worldwide grew 4 percent to reach 1.5 billion in 2019 and the tourism exports stood at USD 1.7 trillion in 2018. The outbreak of Covid-19 in 2020 has been documented as the worst crisis faced by international tourism since the beginning of records in 1950. Until August 2020, 700 million less arrivals translated into a loss of USD 730 billion in export revenues from tourism. With around a 70 percent fall in international arrivals, the crisis is likely to lead to an annual decline between 60 to 80 percent as compared with 2019. The outbreak has downgraded the prospects in an unprecedented fashion.¹

Other than the pandemic, factors such as political instability, geopolitical and trade tensions, and economic slowdowns

continue weighing down the sector's growth. Tourism however remains an ongoing phenomenon as countries stay compelled to adapt their policies and practices in agreement with the shifting situation, restricted travel and closed borders. Experts see recovery in 2021, as the domestic demand is expected to recover sooner than the international one. The importance of tourism for nations and their peoples' livelihoods necessitates better understanding of the way this industry functions and brings in substantial gains. The development of tourism industry is not a simple journey. It took Thailand twenty-three and Morocco fifteen years to emerge on the international tourism horizon as model travel destinations.

The recognition to develop tourism in Pakistan has reached a tipping point in recent days. The government has shown interest to take every reasonable step to ensure its development while the people have responded with interest and vigour. The collective objective is to develop tourist destinations across the country in a manner that they reflect national culture and social values. A holistic and systems-led approach is best suited to creating sustained and meaningful tourism strategy.

This report lays out the findings and recommendations from NIPS roundtable/webinar. It features valuable insights

1. World Tourism Organization (WTO), the United Nations' specialized agency delegated with the promotion of tourism.



for policymakers, organizations and complementary sectors.

2. Significance of Tourism Industry

Tourism industry has emerged as one of the pivotal drivers of economy and cultural diversity all over the world. The labour-intensive sector offers multiple opportunities for training, employment and the comprehensive socioeconomic development of a country and regional stability. The industrialized countries, particularly in Western Europe, North America and the Far East, had been prominent on the global tourism scene for most of the time in history. Heterogeneity in the modern world affairs has marked new market trends, supply and demand patterns, consumer behaviour and preferences, and travel and recreation conditions. Consequently, the developing world is now more eagerly motivated to reap benefits of the high potential sector. The pursuits for development of tourism industry fall in line with the objectives of United Nation's Sustainable Development Goals (SDGs) Programme. There does not exist a single model of tourism development. Each country adopts its own according to its natural and human resource, political, economic and governance circumstances, and the overall spectrum of its growth.

As an activity, tourism extends across the traditional sectors of economy. It requires inputs of social, cultural, ideological, archaeological, environmental and educational nature. Higher quality of services and infrastructure and value for

money are factors to influence the overall demand. The combination of all goods and services must be present that tourists seek in a country away from home. The competitiveness of this industry depends mainly on four key inputs: an enabling environment that includes business, safety, security, health, hygiene, human resource, labour market, and readiness of information and communication technology; a smart tourism policy and conducive conditions covering prioritized measures for international openness, price competitiveness, and environmental sustainability; an immaculate air, land, port and tourist service infrastructure; and natural and cultural resources.² Public sector officials, industry, private firms, suppliers, business intermediaries and community members are key stakeholders. The expansion and resilience of tourism industry is in fact the ongoing growth of various development sectors and social strata. Given its potential for the development of economies and communities, tourism needs to be placed at the centre stage of national policymaking process.

2.1. Economic Impact

Rather than a single industry, tourism is based on the movement of people and their demand for and dependency on the quality of pull factors, such as hospitality, means of travel and transport, and infrastructure for accommodation and amusement at the country of destination. It is entirely an economic activity based on the tourist's focus on expending money. The forward-backward linkages through tourism create

2. The Travel and Tourism Competitiveness Report 2019, World Economic Forum.



a cross-sectoral economic enterprise by involving the services and commodities sectors. Domestic and international tourists bring along economic ventures – strength of the former represents a country's purchasing power while the latter involves a greater deal of outlay in terms of foreign exchange potential. The revenue generated by inbound tourism can be simply classified as foreign investment. At the national level, tourism produces a multiplier effect on income, employment, sales and services. Tourism-induced transactions increase government revenues. International tourism facilitates trade and redistribution of wealth. The identification of demand- and supply-side factors is of importance for the development of this industry. Growth scale of tourism is therefore contingent on the management of information sources, statistical measurements and capital investment. There is a great room for public-private partnerships.

2.2. Cultural Impact

Besides being the harbinger of economic prosperity, tourism ensures transcultural diffusion of knowledge and ideas. Interaction between the host country and tourists induces deep social and cultural impacts. A country's heritage provides many a reason to travel. The names of legendary travellers like the 4th century Chinese Buddhist monk, Faxian, the 13th century Christian Venetian traveller and explorer, Marco Polo, and the 14th century Muslim Moroccan traveller, Ibn Batuta, continue to resonate with us in the East and the West. Their extraordinary adventures and detailed travelogues, which are standing masterpieces of what, in the modern jargon, is called

ethnographic research and participant observation, still continue to fascinate us with their narrative vitality. In fact, one whole modern academic discipline, namely Anthropology, may be beholden for its birth to traveling to other places and sojourning among other peoples. The sound relationship between culture and tourism is growing and has to be fostered through suitable measures and sustainable policy interventions.

2.3. Digital Niche

Travelling has satisfied the sense of adventure and curiosity throughout the five thousand years of recorded history of civilization. Several amazing modes of travelling for pleasure and business were developed by the Egyptian, Chinese, Greek and Roman empires. Today, technology enabled connectivity is proliferating the world of tourism as more people are switching to the internet and social media subscriptions. A complete tour plan including the arrangements for flights and services is just a click away. Increasing sophistication of information technology has provided an opportunity to shift the industry to the next level of proficiency and utility. Digital marketing through social and mainstream media has removed the barriers and constraints and allowed free movement of ideas, attractions and people across the globe.

The digitalized world of mainstream and social media is an influential industry in the making and an immediate player in tourism activities. The borderless market of social media includes 3.4 billion internet users across the world. Once its counterproductive effect is taken care of, social media is a cost



effective, reliable, relatable, informed and authentic marketing source. Considering these benefits, most famous tourism commercials – such as Malaysia Truly Asia and Singapore’s Passion Made Possible – have now been shifted to social media sites.

3. Turkey – A Success Story

Turkey is famous for a vast range of its tourist attractions ranging from history and religion to sports and health. According to Euromonitor International, the leading global independent provider of strategic market research, Istanbul and Antalya were ranked 10th and 12th respectively in top 100 global city destinations, and 3rd and 4th respectively in top 10 European city destinations in 2019. By virtue of its rich culture, history, geographic features and state of the art hospitality sector Turkey offers many prospects to benefit from tourism sector. Travellers and investors equally find it the land of opportunities. Around 6 percent GDP growth achieved in the first quarter of 2020 witnessed a 9.9 percent contraction in the second due to the pandemic. The rate was however a slow shrinkage in comparison to the European Union and the OECD countries in average.

The year by year development of travel and tourism sector in Turkey has strongly contributed to the economy. The service-employed industry is the main force of employment generation. Health and sport tourisms have particularly advanced. In 2019, nearly 45 million tourists generated a revenue of USD 35 billion, decreased to almost 75 percent in the aftermath of Covid-19 based restrictions. Only 5.4 million people visited Turkey in first nine

months of 2020. The government could however manage an unimpeded flow of international air traffic.

The most important factor in this context is knowing Turkey’s secret that earned it the status of one of the most anticipated tourist destinations. It was not done overnight. Rather, the complete spectrum of success included creation of a conducive investment climate for tourism industry over the previous decades, and massive improvement of domestic tourism, infrastructure and facilities. The soft power won global recognition through media promotions. Most importantly, vocational training brought along a class of well-educated tourism managers, hosts and staff, to build upon a trained workforce. This model is an inspiration for any country eager for improving its tourism sector.

4. Pakistan’s Tourism Landscape

Pakistan is located at a crossroads of civilizations and has immense value for travellers and knowledge seekers. It was ranked 121st in the overall classification of World Economic Forum’s Travel and Tourism Competitiveness Index 2019. Based on a set of factors and policies that favour sustainable development of tourism sector, regional countries namely India, Sri Lanka, Nepal and Bangladesh have been places as 34th, 77th, 102nd, and 120th, respectively. This standing may stir the air of despair and anxiety but there are nice stories to tell too. Recently, Pakistan’s message of being a secure and peace loving country is reaching worldwide and changing perceptions – the effects are already on the way. The British Backpacker Society called Pakistan “a travel gem”,



ranking it number one adventure travel destination for 2018 and third for 2020. World Frontiers, a London-based travel company, and the most popular American tourism and lifestyle magazine, Conde Nast Traveler, listed Pakistan among their top travel destinations for 2020. Several new initiatives, including visa-on-arrival facility and renovation of neglected tourist sites, are considered as concrete steps towards developing a national culture for tourism development.

The 2019 report of the World Travel and Tourism Council (WTTC) registered a USD 20 billion contribution of Pakistan's travel and tourism sector to its GDP, nearly 7.1 percent of the total economy. With the GDP growth rate expected to trend around 5.5 percent in 2021, the economy may witness a circulation of wealth between USD 20 to 25 billion and influence the tourism sector. Although Covid-19 remained a huge detrimental factor for tourism development, the temporary freeze in activities gave a chance to restructure and reorganize.

The National Tourism Board (NTCB) has been established to “develop and enhance coordination with provinces, federal ministers and private actors, facilitate in the development of policies, strategies, frameworks, etc., to market and promote tourism potentials nationally and internationally, and capacity building for the provision of quality human resource.” The NTCB develops strategies and action plans in the assigned areas of cultural, heritage and archaeology tourism through working groups for: eco-tourism; tourism branding and marketing; regulatory and policy reforms; religious tourism; investment promotion; infrastructure and

facilitation; adventure tourism; and trans-Himalayan jeep rally. Reforms strategy pivots on infrastructure development, services facilitation, public-private partnerships and improved promotion of products across the domestic and global markets. The Board smartly implements the national policy and includes tourism ministers and secretaries from all provinces in addition to people from all walks of life such as adventure, religious and cultural tour operators and finance experts. The establishment of an Islamic art museum is at feasibility stage.

Congruent with the world class standards of tourism promotion, a cross-country standardization for hotels is being implemented to ensure excellence in hospitality. Likewise, initiatives such as the Pakistan Tourism Development Corporation's (PTDC) Brand Pakistan, exclusive tourism portal, and a ten-year policy and a five-year action plan for tourism promotion, are prepared to introduce the country as a customized brand across the globe. The portal will offer a one-click access to Pakistan's tourism assets and the complete range of travel arrangements to be available on international airlines and airports. The implementation phase may keep adjusting with the unsettled situation through the pandemic.

The consideration for inbound tourism must not obscure the benefits of its domestic form. Therefore, the promotion of domestic tourism in Pakistan will be another viable choice given its vast population and the diaspora of around ten million Pakistanis whose bulk is reasonably settled abroad. Awareness about history and culture and interest



in tourism is increasing on a national scale and can be harnessed to lift the economy. In Khyber Pakhtunkhwa only, the turnover in 2018 stood around USD 5 to 6 million having more than 5 million local tourists and creating 9,000 jobs. Similarly, Chitral's first five-star hotel has been launched this year by an overseas Pakistani who invested USD 30 million in the project. One project of this kind generates hundreds of direct jobs.

In the wake of Covid-19, many jobs were lost in tourism sector. PTDC also received criticism for downsizing and diverting from the conventional modes of its administration. However, the new structure is in accordance with global best practices. It seeks more efficiency through the changed role of the government as a policy driver from being a private entrepreneur in this case. An endowment fund has been created that will receive contributions from provinces to be spent on countrywide marketing and promotion of and recruitment for the sector. In line with global practices, PTDC hotels will be leased out for 33 years to top ranking national and international chains with proven records in the field. There is a resolve to raise standards of the existing service sector and establish around 25 new three-star and four-star hotels across Pakistan in the next two years. These endeavours mirror growing administrative will and capacity and participation of private sector in the tourism industry of Pakistan.

The recently created National Coordination Committee (NCC) is focussed on promoting tourism and improving inter-provincial relations and coordination. Provinces have been brought

on board for preparing feasibilities of their best locations. The strategy is projected to rope in investors for impressive projects. Moreover, Tourism Authorities have been created and divided into Zones – for instance, in Khyber Pakhtunkhwa, each Zone will have 3 three-star hotels, 1 five-star hotel, 2 gas stations, a hospital and a school. Tourism policing is another priority. Each Authority will provide a one-window facility for a common person to settle administrative issues. This model is ready to be replicated soon in Punjab and Gilgit-Baltistan.

A digitalized tourism promotion strategy has enormous potential for Pakistan. Out of 220 million people, around 164.9 million use active mobile connections, more than the combined population of France, Germany and Spain; 76.3 million are internet users; and 37 million are active on social media. The scope for private sector involvement remains positive in the light of previous successful interventions. For instance, a local private tourism development entity named Landmark Communications Pakistan ran a social media campaign in 2017 – Pakistan from terrorism to tourism – and invited notable global influencers to promote a soft and positive image of Pakistan. It received an overwhelming response.

Pakistan offers numerous appealing destinations for religious tourism. After the landmark opening of Kartarpur Corridor, Gurdwara Punja Sahib is also being renovated and space has been allocated for a three-star hotel next to it. The entire Buddhist trail has been created and mapped that starts from Swat, comes all the way to Taxila in Punjab, goes up till Azad Jammu and Kashmir and finally



reaches the lush green lands of Gilgit-Baltistan. These places are precious for tourists from China, Japan, Taiwan, and many other countries. It is estimated that by 2022, only China's outbound trips will be 178.4 million with the total tourism expenditure of about USD 194 billion. Pakistan's worldwide diaspora can play an active part in promoting its tourism attractiveness globally.

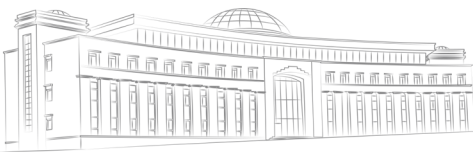
Similarly, educational tourism is an emerging field in Pakistan. Under its flagship NUST Internship Programme for International Students (NIPIS), NUST allows international students from a range of countries to spend four weeks at its campus offering young international educational visitors a blend of unique academic and recreational experiences showcasing both NUST's knowledge & research excellence, and Pakistan's tourist attractions.

4.1. At the Global Front

The international success brands of tourism have evoked a new wave of enthusiasm in Pakistan for the development of tourism industry – Turkey is one exemplar to be followed. With a hope to increase its outbound tourists to Pakistan as the services and infrastructure improve here, Turkey has taken some valid steps towards strengthening Pakistan's image and capacity. Mainstream Turkish media, such as the TRT World, are promoting Pakistan and improving perceptions. The Turkish International Cooperation and Development Agency (TIKA) undertook in November 2019 the creation of a centre of excellence in Pakistan, the Professional Training Centre, in coordination with the Federal Ministry of Education for

vocational training. The centre will create and develop human resource in services and tourism sectors.

Pakistan and Turkey are members of D-8 Organization for Economic Cooperation, along with Bangladesh, Egypt, Indonesia, Iran, Malaysia and Nigeria. The organization works for improving member states' "position in the global economy, diversify and create new opportunities in trade relations, enhance participation in decision-making at international level, and improve standard of living." Tourism has been identified as a functional instrument to upgrade cultural and historical relations of members, who have adopted three documents to deepen cooperation in this sector: Kuala Lumpur Declaration on D-8 Tourism Cooperation 2019; D-8 Comprehensive Strategy on Tourism; and the Crescent Moon Initiative. Other plans include "creating the D-8 Tourism Logo; proposing to establish a D-8 project funding programme; organizing joint Tourism packages; establishing linkages between Member States' national tourism organizations, associations and training academies; working together towards organizing travel fairs; using new technologies to further integrate tourism into the digital economy; and achieving the UN Sustainable Development Goals." The next D-8 Summit in 2021 will be organized in Pakistan. The event will offer a unique opportunity to showcase the land and its culture. Pakistan will also host the World Tourism Forum 2021. The event will have three days for conference and two days for tourism, to be attended by renowned influencers and specialists and will be an unprecedented moment for promotion of Pakistan's tourism potential.



5. Recommendations

Pakistan's tourism industry has huge potential, considering the preparations to generate employment opportunities, build capacity, improve infrastructure, preserve valuable cultural heritage, and project a positive image of the country for the world outside. Comprehensive reforms are needed to realise these objectives and seize the opportunities tourism can generate for the people and the state.

The experts made following valuable recommendations:

1. *Tourism Vision and Implementation Mechanisms:*

Tourism is a constant phenomenon for people and governments. The changing nature of its forms and pace make the monitoring of structures and impact more important. The apparatus must be assembled on a vision and complementary mechanisms of command and control.

2. *National Policy-Driven Plan*

- Promotion of this industry centres on the ability to understand and anticipate the emerging global trends and risks, suitably adapt policies, and accelerate sustainable models. Process and planning in this regard must remain subservient to the policy, besides providing strategic roadmap for stakeholders.
- Tourism is a devolved subject. Organizations and officials involved in the industry often face administrative obstructions, such as the cumbersome procedure for getting no objection

certificates and licenses. Issuance of unnecessary NOCs also creates problems. Failure in reaching consensus among provinces is another challenge that results into delays and dissatisfaction. The issue needs to be resolved at the state level.

3. *Regulatory Regime:*

A stringent regime of checks and balances is required. All steps, ranging from the construction of infrastructure to provision of services, should be taken according to the government's guidelines. A free-for-all attitude ruins the rule of law and obligations. Hence, illegal construction should be checked. Only registered entities should be authorized business and unregistered should be penalized and banned.

4. *Training:*

- Tourism involves glitz and flare and can be deprived of dynamism once dispensed within red tapes. However, most of the affairs are managed by the administrative machinery of the state. Public sector officials and members of foreign services therefore must be trained, through special cadres, to promote Pakistan's tourism.
- Tourism as an academic and vocational training subject has to be developed further and suitably upgraded. Vocational training institutes and study of tourism appropriately offered at undergraduate and graduate levels as a full-fledged course of study at Pakistani universities and recognized by the Higher Education Commission as a priority area of study and research



will help build national capacity and development human resources required for multi-dimensional realization of Pakistan's tourism potential.

5. Marketing Concept:

Tourism is sometimes more about the way it is promoted and brought to the market rather than understood as a bureaucratic subject. If kept too close to the administrative ways of doing things, the sector may lose its natural vitality. The individuals and organizations linked with tourism thus need to know the dynamics of the marketing concept – a philosophy focussed on knowing and satisfying the needs of customers. It is about the creation of tourism products, i.e. services and commodities, and selling them. Incorporation of the market mix technique to this setup is an additional value for profit maximization. This mix comprises the product, price, place and promotion. As the number of leisure and business tourists increase, it will be important to maintain a holistic approach for planning and competitiveness.

6. Financing Strategy:

Promoting tourism through incentives, such as micro-financing, loans, industry linkages with fresh ideas, and local champ contests, will attract more talent into the field. The strategy may also invite sponsorships through crowd funding and angel investment.

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Promoting tourism through incentives, such as micro-financing, loans, industry linkages with fresh ideas, and local champ contests, will attract more talent into the field. The strategy may also invite sponsorships through crowd funding and angel investment.

7. Data-analytics:

Any management strategy runs best through information gathering and data analysis. Tourism planners; structured and stratified monitoring and opinion surveys; and qualitative and quantitative data research and analysis are a few ways to regulate the sector; identify target markets; conduct market research; and determine and develop factors of demand and supply.

8. Preservation of Cultural Heritage:

Sociocultural and environmental impacts of tourism policies and activities should be regularly evaluated, though they cannot be easily quantified. Special consideration needs to be given to the preservation of cultural heritage and natural assets against the increase in visits. Regular monitoring and expert supervision will be helpful to detect and address problems.

9. Uplift of Transportation Sector:

Tourism entails enormous activity and pressure on infrastructure and services can cast a negative impact on the receivers and visitors. This problem of "overtourism"³ requires proper

3. Terms such as "overtourism" or "tourismphobia" reflect challenges of managing increasing tourism flows into destinations and the impact of tourism on cities and residents (UN World Tourism Organization).



management. Infrastructure is not only about roads, hotels and services. It is also related to air traffic and energy and education sectors. The ability to attract tourists also demands world class hospitality and transportation services, especially aviation, and arrangements for inland travel. A lot of work needs to be done to ensure facilitation in this regard.

10. Religious Tourism:

Pakistan can become a “special interest destination” due to a natural advantage in adventure, cultural and religious tourism. Old events like the Basant festival, Cattle shows, and other traditional events should also be restored. Another significant measure will be to label the minorities’ religious sites as sacred areas and not public places. The sanctity of these places will thus be safeguarded for pilgrims besides being a tourist attraction.

11. Societal Renewal:

The development of tourism industry is not achieved by the state’s policies only. It relies more on the readiness of its people to nurture a value-based culture and harmony. There is a need of a societal renewal to create a tourist-friendly environment in Pakistan based, among other things on, on clean surroundings, easy travel, unimpeded multimodal transport and digital connectivity, a relaxed and open social environment, easy access to affordable accommodation, high-speed internet, and normal law and order situation.

6. Conclusion

A coordinated management of tourism sector is crucial for its development. It is with the help of a shared vision that nations walk the road to stability and progress. Synergy between relevant offices and stakeholders, between public and private sectors, and between state, market, communities, and civil society is, therefore, crucial for improving the tourism sector of Pakistan. The progress of tourism in Pakistan will be a process of shaping the future of mobility and hospitality by bringing together the public and private sectors to ensure that these measures meet demands. Having employed the best means and having taken requisite steps all roads should of necessity go towards sustainable and inclusive tourism development in Pakistan.



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